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State of Wisconsin  
Department of Natural Resources  
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JUN 27 2006

**Notice of Intent to Apply for Coverage Under MS4 General Permit  
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 193.17, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's Internet site.

**Instructions:** Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

**Section I: Applicant Information**

Name of Municipality

Town of Holland

Mailing Address

W7937 County Road MH

City

Holmen

State

WI

Postal Code

54636

County(s) in which Applicant is located

La Crosse

Type of Municipality: (check one)

☐ County☐ City☐ Village☒ Town☐ Other (specify)

**Section II: Local Contact Information (check one):**

Name of Municipal Contact Person

Kathleen Dummer

Title

Supervisor

Mailing Address

N6613 County Road XX

City

Holmen

State

WI

Postal Code

54636

E-mail address

townofholland@msn.com

Telephone Number (include area code)

608-526-3354

Fax Number (include area code)

608-526-6564

**Section III: Water Quality Concerns**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/">http://dnr.wi.gov/org/water/wm/wqs/</a> )
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html">http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html</a> )

**Section IV: Area and Population Within the MS4**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <a href="http://www.epa.gov/npdes/pubs/fact2-2.pdf">http://www.epa.gov/npdes/pubs/fact2-2.pdf</a> )

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 45.2	Total municipal population (in year 2000): 2,698
MS4 service area within Urbanized Area (in square miles): 1	Municipal population within Urbanized Area (in year 2000): 876

**Section V: Potential Permit Exemption**

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

## **Section VI: Summary of Municipal Storm Water Program Activities**

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

### **A. Public Education and Outreach**

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

See attached.

### **B. Public Involvement and Participation**

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Town of Holland will establish the following list of public participation opportunities: (1) The Town will post on its website educational material produced regarding the proper management of potential pollutants [see A. attachment]; (2) The Town will produce press releases and other public information pieces at key points to facilitate widespread awareness and education of events and information; (3) The Town will publish a yearly newsletter mailed to residents describing our recycling program, compost deposit site, brush chipping services and right-of-way regulations; (4) The Town will form a committee of citizens to encourage input and participation in the process; and (5) The Town, either through the Town Board or through the storm water citizens' committee, will hold educational meetings and/or hearings as needed to inform the public of storm water programs or involvement [meetings will be noticed in a timely manner at an accessible location and the notices will meet the requirements for proper notification regarding date, time, location, etc.]

### **C. Illicit Discharge Detection & Elimination**

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The Township adheres to the County ordinances governing illicit discharge. Detection is the responsibility of the Town crew and Board members who periodically inspect town roads and retention areas looking for violations and/or problems. At present, the Town's goal is to have no significant increase in run-off to surface waters. This goal is currently accomplished since all development in the MS4 district have established retention areas in which stormwater is contained on site and infiltrates to the ground resulting in no storm water reaching or flowing into surface water. The Town has no pipes or direct discharge to surface waters. The Town will consult with the County should a problem arise and methods for detection and elimination will be developed.

### **D. Construction Site Pollution Control**

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The Town of Holland requires all construction sites to adhere to the County Department of Land Conservation practices and procedures as stated in the La Crosse County's Erosion Control Ordinance, UDC Erosion Control provides, and other applicable regulations by the County. The goal of the Town is to continue to require retention on site for all developments. Routine inspection and maintenance of municipally owned or operated structural storm water management facilities will be conducted by the Town crew and/or Town Board. Street sweeping and ditch maintenance occurs each spring (and whenever exceptional cases dictate) on designated street by the Town crew. The Town crew follows the guidelines as directed by the DOT "Highway Maintenance Manual".

### **E. Post-Construction Site Storm Water Management**

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The Town adheres to the County ordinances governing post-construction site management. Town of Holland Ordinance #3-2002 (Subdivision Regulations) details all requirements for subdivision construction. Implementation is done by both the county and the township (via the town crew and Town Board who periodically patrol town roads and look for violations and/or problems). All storm water is to be retained on site with no surface discharge. Construction sites with one acre or more of land disturbance, and sites of less than one acre if they are part of a larger common plan of development or sale under our jurisdiction, will be required to follow Chapter 283 WI Statututes and NR 216.47.

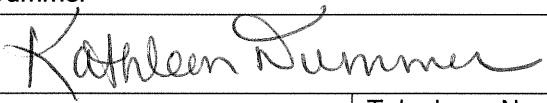
#### F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The Town of Holland currently has a leaf and grass clippings program on site at the Town Hall. The Township collaborated with the County to develop a household hazardous waste program that has been in operation for two years. Pollution prevention currently exists via education process through the Town newsletter with future programs proposed and activated by the citizen's storm water committee. Inspection, surveillance and monitoring procedures are done at both the County and local level. The Town crew and the Town Board periodically tour all roadways and ditches throughtou the township to assess violations and/or problems. The Town will develop a rain garden for its public buildings to educate and promote public use of these infiltration facilities.

#### Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name <b>Kathleen Dummer</b>		Title <b>Town Supervisor</b>
Signature 		Date Signed <b>6/22/06</b>
E-mail address <b>townofholland@msn.com</b>	Telephone Number (include area code) <b>608-526-3354</b>	Fax Number (include area code) <b>608-6564</b>

Return this completed form to:  
Wisconsin Department of Natural Resources  
Storm Water Program – WT/2  
PO Box 7921  
Madison, WI 53707-7921

**UW Extension  
MS4 NOI  
Public Education & Outreach**

The Town of Holland will increase local public awareness of stormwater pollution by developing the following public education & outreach materials. These materials shall be distributed/promoted before the permit deadline of 24 months after the start date. The public education and outreach materials will address the following:

1. Educational material will be produced regarding the proper management of potential pollutants, such as automotive waste, pet waste, car washing, household hazardous waste as well as the benefits of onsite composting of leaves and grass clippings. In addition, information regarding the proper use of fertilizers and pesticides that will reduce local impacts to surface water quality.
2. The promotion of the infiltration of residential stormwater into lawns and away from the Municipal system. Distribute information on rain garden design for residential developments.
3. Education of landowners on shoreline and stream banks to minimize erosion, restore and enhance the ecological value of waterways.
4. Identify local construction companies and developers and focus information/education regarding proper design, installation and maintenance of construction site erosion control and stormwater management facilities.
5. Identify business, commercial or industrial activities which may pose a stormwater contamination concern and educate the specific audience on methods of prevention.
6. Promotion of detection and elimination of illicit discharges into and from the municipal storm sewer system and the detrimental impact to water quality. Specific identification of industrial discharges to the storm sewer system, and development of a public understanding that the storm sewer system does not receive municipal waste water treatment.

This municipality is exploring the potential for participation with other La Crosse County MS4's permittee's and the La Crosse County UW-Extension office in order to pool resources and minimize duplication of efforts.